



\$5 from 500 Campaign

#5from500

Fundraising Toolkit

Courtesy of Bee Kind MN, Inc.



DO THESE 3 THINGS AFTER STARTING YOUR #5from500 FUNDRAISING PAGE



MAKE A DONATION TO YOUR OWN PAGE: Show people you're serious about meeting your goal by making a donation to your own campaign page. People are more likely to hop on your bandwagon if they see you're practicing what you preach!

PERSONALIZE YOUR PAGE: Add your own text, pictures, or video. Remember that potential donors will be interested in the cause, but they are primarily interested in you. Make sure to tell them why you are getting involved and what your connection to the cause is.

Note: You can leave your fundraiser text as is, or you can tell your story. Your story is the most powerful for your network, just be sure to accurately represent the fundraising campaign values/objectives.

INDIVIDUALLY EMAIL 5-10 CLOSEST PEOPLE: Ask them for donations first. Getting your "inner circle" to donate to your page will help you build up some momentum. It's also good to start with the people you're most comfortable with.



QUICK LINKS

Main Campaign Page: crowdrise.com/5from500

Bee Kind MN Website: beekindmn.org

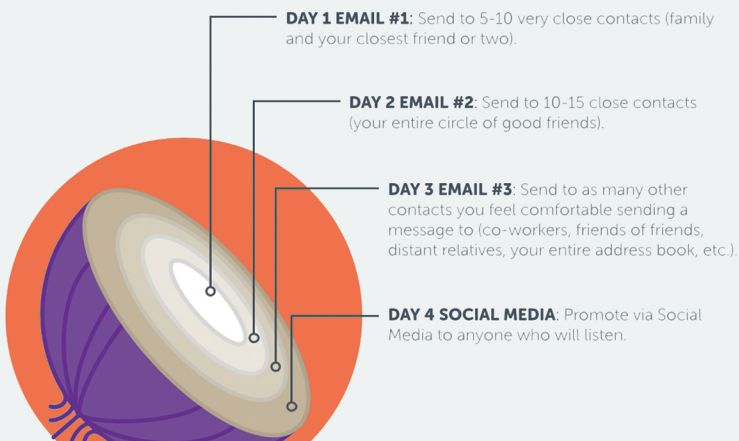
Your Fundraising Page: [insert your fundraising link here]

"How to Make Your Own #5from500 Fundraising Page" Video: bit.ly/5from500-diy

URL Shortener: bitly.com

SPREAD THE BUZZ USING THE ONION METHOD

Think about your fundraising strategy like peeling an onion from the inside out. The best fundraisers start by asking their closest contacts first (the core) and progressively working outward to more distant contacts (the outer skin).



PRO TIP:

- Your closest contacts are the ones most likely to donate, and you're more likely to build up a good foundation of donations
- Studies show the closer to your goal you are, the more likely people are to donate
- So when your outer circles see your page with some progress, they'll likely want to be part of the movement, too!

HOW TO THANK YOUR DONORS

Thanking your donors is one of the most important parts of fundraising. Be sure to thank your donors with an email right after they donate. Another tip is to tag your donors in a thank you post on social media. By tagging your donors, you're showing that there are people already backing the cause, making it more likely for potential donors to join.



CAMPAIGN OVERVIEW

ABOUT BEE KIND MN: Bee Kind MN, Inc. is a 501(c)(3) nonprofit organization striving to save and maintain native bee populations through education, hands-on activities, and habitat revival.

ABOUT \$5 FROM 500: Bee Kind MN launched the \$5 from 500 (#5from500) Campaign to raise \$2,500 to kick start their founder's newest (and star-studded!) environmental initiative to protect wildlife and clean water.

What's all the buzz about? We're on a mission to move the word towards a more eco-friendly future. Giving a small donation of just \$5 will help protect wildlife, clean water, and environmental education and action. Just five dollars, the amount you probably spent on a coffee run this morning, has the potential to make echoing positive impacts on the environment. It's your time to be the change you wish to see in the world.

PRO TIP: *When sharing the campaign message with people, be sure to include your own personal connection. We know you're passionate about our cause, so share this passion with your community by telling a story (it doesn't have to be long). Tell them why #5from500 is **your** cause. Inspire them to make a gift by being genuine and sharing with them why what we're doing means so much to you.*

OVERALL GOAL: \$2,500

YOUR GOAL: You can choose! We recommend starting with around **\$200**. When you meet your fundraising goal, raise it! People are more likely to give if you haven't met your goal yet. To raise your goal, check out Step 2 of "[How to Make Your Own #5from500 Fundraising Page.](#)"

BENEFITS OF DONATING

- Donations are tax-deductible!
- Donors earn their name a spot on our supporter list that will appear on the new project's website when it is released.
- Donors earn early-bird access to information about our Founder's new project. (For clarity: they'll be the first ones updated as developments occur in the project.)
- Donors receive instant gratification knowing that they are making a positive impact on the environment.
 - They will also feel good to know that they are supporting a driven teenager's endeavors.



SPREAD THE BUZZ, continued

EMAILS: Email your friends, family, coworkers, neighbors, your coworkers' and neighbors' friends and family! Share with them why #5from500 is *your* cause. Here are some tips for writing emails:

WRITING A GENERAL EMAIL:

- Start by explaining your connection to the cause and why it's important to you. Describing how the cause has touched your life is probably the most important element of your message.
- In a sentence or two explain the "**What's all the buzz about?**" section.
- Be clear to potential supporters what you are looking for. Make a direct ask for financial support.
- Include a link to your fundraising page.
- Thank your contacts for their time and support.

WRITING TO YOUR CLOSEST CONTACTS:

- You know your closest contacts better than anyone does. Don't feel like you have to stick to a predefined formula.
- If a one line message is going to work, go ahead and do that. If a longer personal message will work best, do that.
- Just make sure you include a direct request for support and a link to your fundraising page.

ALWAYS REMEMBER: When you're writing to your contacts, just be yourself. If something feels forced or inauthentic, scrap it.

SOCIAL MEDIA: To help you share your fundraiser on any social media that you have, we've included the official hashtags, our social media handles, and ready-to-use graphics and post templates below.

Hashtags:

- #5from500
- #beekindmn

Tag us!

- **Instagram & Twitter:**
@beekind_mn
- **Facebook:** @beekindmn

Ready-to-use social media graphics, along with our brand resources, are available here:

beekindmn.org/5from500/toolkit

Tweet templates:

- @beekind_mn's #5from500 Campaign is raising funds for their 15-yo founder to start his star-studded environmental initiative. I'm fundraising for #5from500 because [insert your why]. Make an impact: [insert your link].
- Rather than buying your \$5 coffee, or splurging on some unnecessary treats, consider putting that \$5 towards an amazing nonprofit working to protect wildlife and clean water. It's that easy! Donate to #5from500 here: [insert your link].

Facebook templates:

- @BeeKindMN's #5from500 Campaign is raising funds for their 15-year-old founder to start his star-studded initiative to protect wildlife and clean water. I'm fundraising for #5from500 because [insert your why]. Learn more and make your impact: [insert your link].
- Rather than buying your \$5 coffee, or splurging on some unnecessary treats, consider putting that \$5 towards an amazing nonprofit working to protect wildlife and clean water. It's that easy! Donate to #5from500 here: [insert your link].
- I'm excited to share that I'm fundraising for @beekind_mn's #5from500 Campaign to fund their 15-year-old founder's star-studded initiative to protect wildlife and clean water. #5from500 is my cause because [insert why #5from500 means so much to you]. Please support my fundraiser by donating (we're just looking for \$5 donations!) and sharing with your friends and family. Make your impact: [insert your link].



Instagram templates:

- I'm excited to share that I'm fundraising for @beekind_mn's #5from500 Campaign to fund their 15-year-old founder's star-studded initiative to protect wildlife and clean water. #5from500 is my cause because [insert why #5from500 means so much to you]. Please support my fundraiser by donating (we're just looking for \$5 donations!) and sharing with your friends and family. Link is in my bio!
- @beekind_mn's #5from500 Campaign is raising funds for their 15-year-old founder to start his star-studded initiative to protect wildlife and clean water. I'm fundraising for #5from500 because [insert your why]. Learn more and make your impact at link in bio.

Note: to make your campaign link the link in your Instagram bio, follow these steps:

<https://help.instagram.com/362497417173378>

Frequently Asked Questions

Making you ready to answer any questions your donors throw at you.

Is my donation tax-deductible? Yes! Bee Kind MN, Inc. is exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code. Donations are tax-deductible to the fullest extent allowable under the law.

What is the tax ID number? Bee Kind MN, Inc.'s Federal Tax ID number (also known as an EIN, Employer Identification Number) is 82-2341881.

Can I donate via cash/check? Yes! Mail your donation to:

Bee Kind MN, Inc.
attn: \$5 from 500 Campaign
12849 Falcon Drive
Apple Valley, MN 55124

Will I receive a tax receipt? Yes, you will automatically be emailed tax receipt. If you do not receive your tax receipt or your misplace it, please contact Bee Kind MN at info@beekindmn.org.

Have any questions? Let us know:

beekindmn.org | info@beekindmn.org